

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Tuesday, September 7, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Tom Birkenholz, Janine Callahan, Bruce Clouette, Jim Hintz, Bruce John, June Krisch, Barry Schreier, Kristin Schwab, and Rich Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:00 pm.

2. Public comment

There was no public comment.

3. Review Task List

Advertising: Cynthia van Zelm reported that the banner is up, the emails have been sent to the volunteers, and the ads are on schedule.

Ms. Paterson said that she and Ms. van Zelm will appear on Mark Paquette's show and on the Wayne Norman show to promote the *Festival* and Celebrate Mansfield Weekend.

Art: Kathleen Paterson said that the jury would meet later in the week and added that ribbons had been ordered for the winners.

Food: Ms. K. Paterson relayed the request from the Mansfield General Store to have a fiddle player at their booth and their request to set up tables and chairs in front of their booth.

Bruce John said he did not see a problem with having a fiddle player vis a vis the stage.

Committee members expressed concerns that the tables and chairs would impede foot traffic and so declined the request.

Music: Mr. John reported that David Foster will be bringing some special guests with him in addition to Christine Ohlman and James Montgomery. He added that Jason Altieri would be happy to help with the kids in the Parade.

Parade: Barry Schreier and Tom Birkenholz provided an updated list of confirmed Parade participants and reviewed the line-up with the Committee. Mr. Birkenholz commented that there will be a few hundred people in the Parade.

Recycling: Ginny Walton reported that she is all set for the waste stations with regards to supplies and volunteers. At the request of the Committee, Ms. Walton will make sure there are barrels near the portables.

Set-up: Kristin Schwab said the sod delivery is confirmed for Saturday and the mums for Friday. She said that she and Natalie Minuitti would mark all the spaces.

Janine Callahan suggested using washable spray chalk for marking the spaces.

Ms. Walton said the chalk would need to be water soluble.

Jim Hintz suggested using snap lines.

Volunteers: Mr. Schreier requested that the Area Captains help let everyone know when the Parade is starting.

Ms. K. Paterson reviewed the needs list with the Committee, including judging for the vegetable art contest.

4. Review of Master Event Schedule

The Committee reviewed the final schedule.

5. Supplies

The Committee reviewed the check list of supplies needed.

6. Adjourn

The meeting adjourned at 6:30 pm.